GARFIELD COUNTY TOURISM PROFILE

County Indicator	2009	2010	2011	% Change 2010-2011	State Ranking
DEMOGRAPHIC					
Population	5,068	5,194	n/a		
Total Non-Ag Employment	2,256	2,375	n/a		
Non-Ag Avg Monthly Wage	$2,122	$2,200	n/a		
Per Capita Income	$26,007	$27,439	n/a		
Unemployment Rate*	10.1%	11.1%	n/a		
SPENDING & EMPLOYMENT					
Spending by Travelers**	$64,376,106	$72,604,423	$82,274,388	13.3%	12
Travel & Tourism Related Employment	1,241	1,367	1,486	8.7%	12
TOURISM TAX REVENUES					
Local Tax Revenues from Traveler Spending**	$3,373,653	$3,797,261	$4,339,162	14.3%	12
Transient Room Tax	$1,106,964	$1,152,762	$1,152,728	0.0%	6
Restaurant Tax	$168,137	$176,301	$188,040	6.7%	16
Retail Sales					
Gross Taxable Retail Sales	$99,491,045	##########	##########	-0.8%	22
REGIONAL VISITATION COUNTS					
Glen Canyon N.R.A.	2,038,931	2,120,559	2,285,276	7.8%	
Zion N.P.	2,735,396	2,666,021	2,825,480	6.0%	
Bryce Canyon N.P.	1,216,376	1,285,490	1,296,000	0.8%	
Cedar Breaks N.M.	492,350	525,829	493,145	-6.2%	
Grand Staircase-Escalante N.M.	708,362	700,000	739,248	5.6%	
Capitol Reef N.P.	617,207	662,659	668,833	0.9%	
Kodachrome Basin S.P.	50,939	52,654	49,806	-5.4%	
Escalante S.P.	39,599	40,229	57,934	44.0%	
Anasazi S.P.	24,883	21,850	20,711	-5.2%	

* Several Counties have identical Unemployment Rates

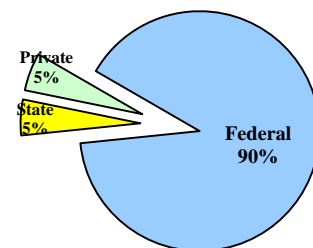** GOPB methodology change for 2007 - 2008 calculations

r = revised

Land Ownership - 2011	No. of Acres	% Total
Total Acres in County	**3,312,483**	**100.0%**
Federal Government	**2,983,878**	**90.1%**
BLM	1,490,832	45.0%
US Forest Service	1,046,653	31.6%
National Park Service	446,393	13.5%
National Wildlife Service	--	--
Other •	--	--
State Government	**159,730**	**4.8%**
Utah State Parks & Recreation	1,309	0.0%
Utah State Wildlife Reserves	1,410	0.0%
State Trust Lands	157,011	4.7%
Other ••	--	--
American Indian	**--**	**--**
Private*	**170,078**	**5.1%**

• Includes Military and Bankhead Jones land   *May include some local government land

•• Includes State Sovereign and UDOT land

Land Ownership - 2011

Garfield County Tourism Profile

Spending by Travelers (current dollars)

Year	Amount
2008	$72,059,358
2009	$64,376,106
2010	$72,604,422
2011	$82,274,388

Y-axis: $0, $25,000,000, $50,000,000, $75,000,000, $100,000,000

Travel & Tourism Related Employment

Year	Count
2008	1,424
2009	1,241
2010	1,366
2011	1,486

Y-axis: 1,100 to 1,550

Transient Room Tax Collections (current dollars)

Year	Amount
2008	$1,069,707
2009	$1,106,964
2010	$1,152,762
2011	$1,152,728

Y-axis: $1,020 to $1,160